

The SERPs are shifting:
Here's how to evolve your
organic strategy with it

C3

What we'll cover...

- *AI overviews*
- *Video and social search*
- *Organic shopping listings*
- *Google's AI mode*
- *The future and final thoughts*

To clean a mattress, start by stripping the bed, vacuuming the surface, and spot-cleaning any stains. Deodorize the mattress with baking soda and air it out. If possible, flip or rotate the mattress to even out wear. Wash bedding regularly and consider a washable mattress protector.



How Can I Clean my Mattress?

11 Apr 2022 — However, as a general guide, Bed Advice UK recommend using a very mild...

Mattress Online



How to Clean a Mattress: A Comprehensive Guide

11 Apr 2022 — How to Clean Your Mattress. To clean a mattress, start by stripping off all...

12 months ago



Detailed Cleaning Steps:

1. Strip the bed:

Remove all bedding, including sheets, blankets, and mattress protector.

12 months ago

Show more

Discussions and forums

Tips for deep cleaning a mattress

Reddit · r/CleaningTips · 20+ comments · 3 years ago

I plan on getting a replaceable topper, but I need to actually feel clean this thing. Not just sprinkle some baking powder on the top or if and vacuum it off. [More >](#)

How can I clean a whole mattress without getting it too wet?

Reddit · r/CleaningTips · 8 comments · 3 years ago

Cleaning a stained mattress

MyJobQuote · 2 years ago

See more >

Clean a mattress

From sources across the web

Protect your mattress



Dry your mattress



Hoover the mattress



Spot clean stains



Sprinkle on baking soda



Vacuum the mattress



Flip the mattress



Strip the bed



Vacuuming



6 more

Feedback



Comfortzone Memory Foam...

£135.20 £160

& more prices

Dunelm & more

Free delivery

4.5 (712)



Emma Original Memory Foam...

£593.00 £638

& more prices

Algo & more

Get it by 15 Jun (Fr...

4.7 (70K)



Starlight Beds White Memory...

£95.67 & more prices

The Range & more

Free delivery

3.4 (18)



DS Living Pureflex Orthopaedic...

£198.99 & more prices

Amazon & more

Free delivery

4.2 (493)



Dormeo Octasmart Plus Mattress

£216.30 £300

& more prices

Dunelm & more

Free delivery

4.1 (540)



Aspire Total Relief Memory Foam...

£119.00 & more prices

Priceful & more

Free delivery

4.6 (1.1K)



RattanTree Memory Foam...

£109.99

& more prices

RattanTree & more

Free delivery

4.6 (169)



Dunelm Rolled Memory Foam...

£87.20 £100

& more prices

Dunelm & more

Free delivery

4.1 (58)

People also buy from

Mattressman

Our memory foam sleeping solutions can be combined with other spring systems to form excellent hybrid options with various sizes and tensions.

4.9 (320)

MattressOnline

67 products — Best-rated memory foam mattress — It's rated 4.7/5 on Feefo with over 680 reviews* — It's ideal for a mid-range budget. It offers...

4.9 (3,56)

Nectar

Nectar memory foam mattress — Nectar's premium 25 cm thick medium firm memory foam mattress hugs your body and keeps you cool for the best of both worlds. The...

4.7 (35)

More options

Videos



The Best Way to Clean Your Mattress!

YouTube · Clean That Up

22 Feb 2025



5 key moments in this video



HOW TO DEEP CLEAN YOUR MATTRESS WITH 1 ...

YouTube · Jamie's Journey

8 Nov 2017



7 key moments in this video



How To Clean A Mattress - Easily Remove Urine, Blood, Food ...

YouTube · Sleepopolis

3 Apr 2022



16 key moments in this video

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AI overviews

How to evolve your organic strategy in-line with the shifting SERPs

Why should you care about AIOs?

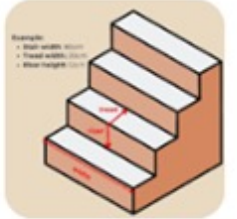
- 14% of keywords bring back AI overviews (**65% increase MoM**)
- **88% of informational keywords** brought back AIOs
- The **biotechnology (35%), life sciences (33%) and education (31%) industries bring back the highest percentage of AIOs** – but we're seeing it across almost all industries
- The **communications (+22%), IT services (+13%), and banking and finance (+11%) industries** have seen the largest increases in AIO appearances MoM
- The pharmaceuticals industry saw a slight dip (-3%)

🇺🇸 KD 0 Volume 1.1K GV 3K TP 300 Clicks 599 CPC 0.35\$ Overview ↗

All Videos Images Short videos Web Forums Shopping More ▾

🔍 Search Labs | AI Overview

To accurately measure stairs for carpet, you'll need to **measure the treads (horizontal part you step on) and risers (vertical part between steps)**. You'll also need to measure the width of the stairs. Adding allowances for fitting and trimming is crucial. 🔗



Here's a step-by-step guide:

1. Straight Stairs:

- **Riser Height:** Measure the vertical distance from the top of one step to the top of the next. 🔗
- **Tread Depth:** Measure the horizontal distance from the back edge to the nose (front edge) of the tread. 🔗
- **Step Width:** Measure the width of each step. 🔗
- **Total Step Length:** Add the riser height to the tread depth for the total length of one step. 🔗
- **Calculate Total Length:** Multiply the total length of one step by the number of steps. 🔗
- **Add Allowances:** Add 5cm (or more, depending on the carpet) to each side of the step width to account for fitting and trimming. 🔗

2. Curved or Winding Stairs (Winders):

- **Measure Each Step:** Winders are unique, so measure each one individually from its widest point and the longest point from the back of the stair to the nose. 🔗

How to evolve your organic strategy in-line with the shifting SERPs

AIOs are encouraging zero-click searches

Page one keywords (May 25)	Page one keywords (Dec 24)	% change
683	659	6.30%

Page one search vol (May 25)	Page one search vol (Dec 24)	% change
60810	59130	2.80%

AIO search vol (May 25)	AIO search vol (Dec 24)	% change
30747	2880	967%

AIO search vol where client ranks (May 25)	AIO search vol where client ranks (Dec 24)	% change
7830	1360	475%

How to evolve your organic strategy in-line with the shifting SERPs

... but that's not the case for everyone

Page one keywords (May 25)	Page one keywords (Dec 24)	% change
299	239	25.10%

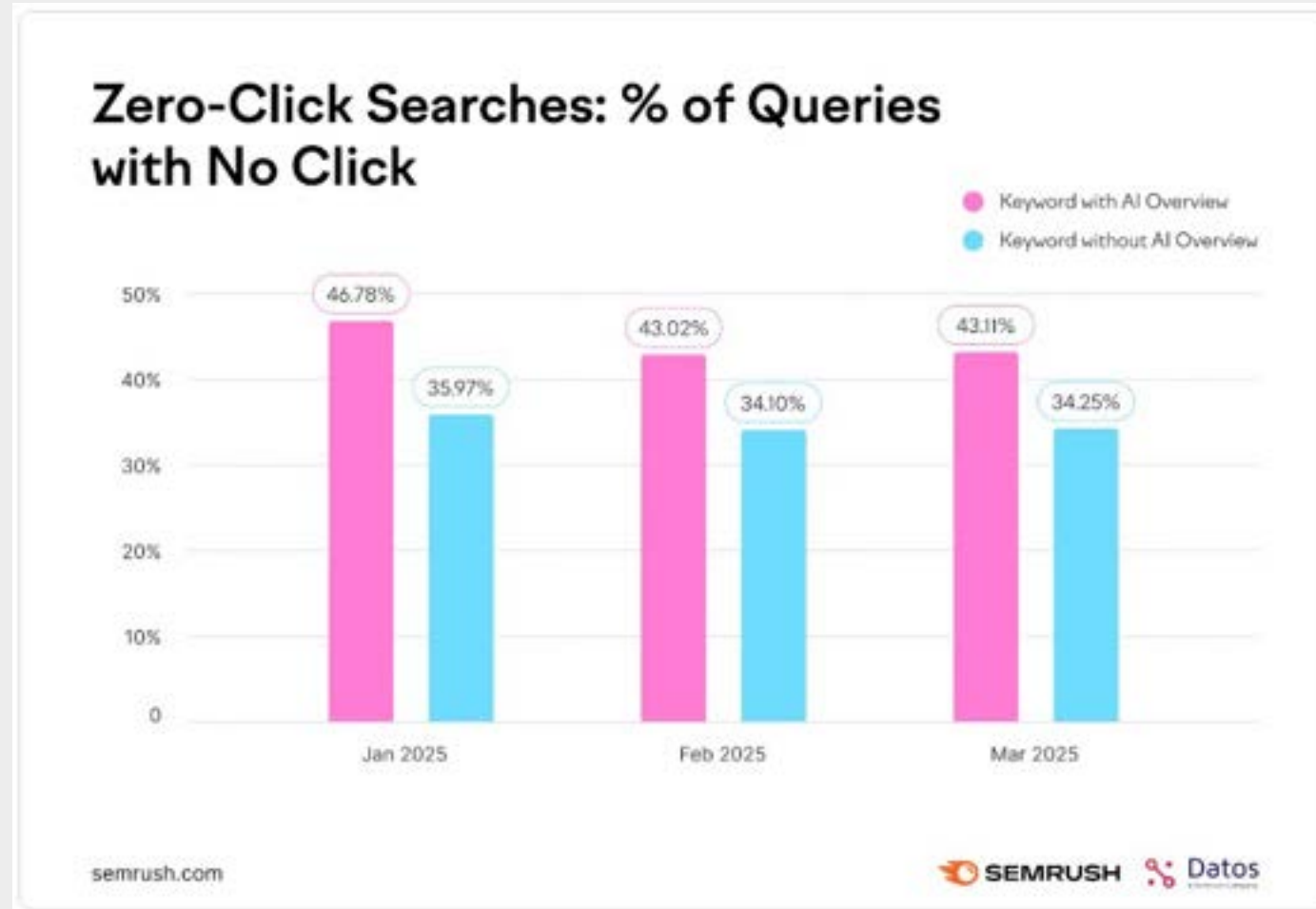
Page one search vol (May 25)	Page one search vol (Dec 24)	% change
20,820	16,120	29.50%

AIO search vol (May 25)	AIO search vol (Dec 24)	% change
10,300	1,680	513%

AIO search vol where client ranks (May 25)	AIO search vol where client ranks (Dec 24)	% change
3,310	820	304%

How to evolve your organic strategy in-line with the shifting SERPs

SEMrush has come to the same conclusion

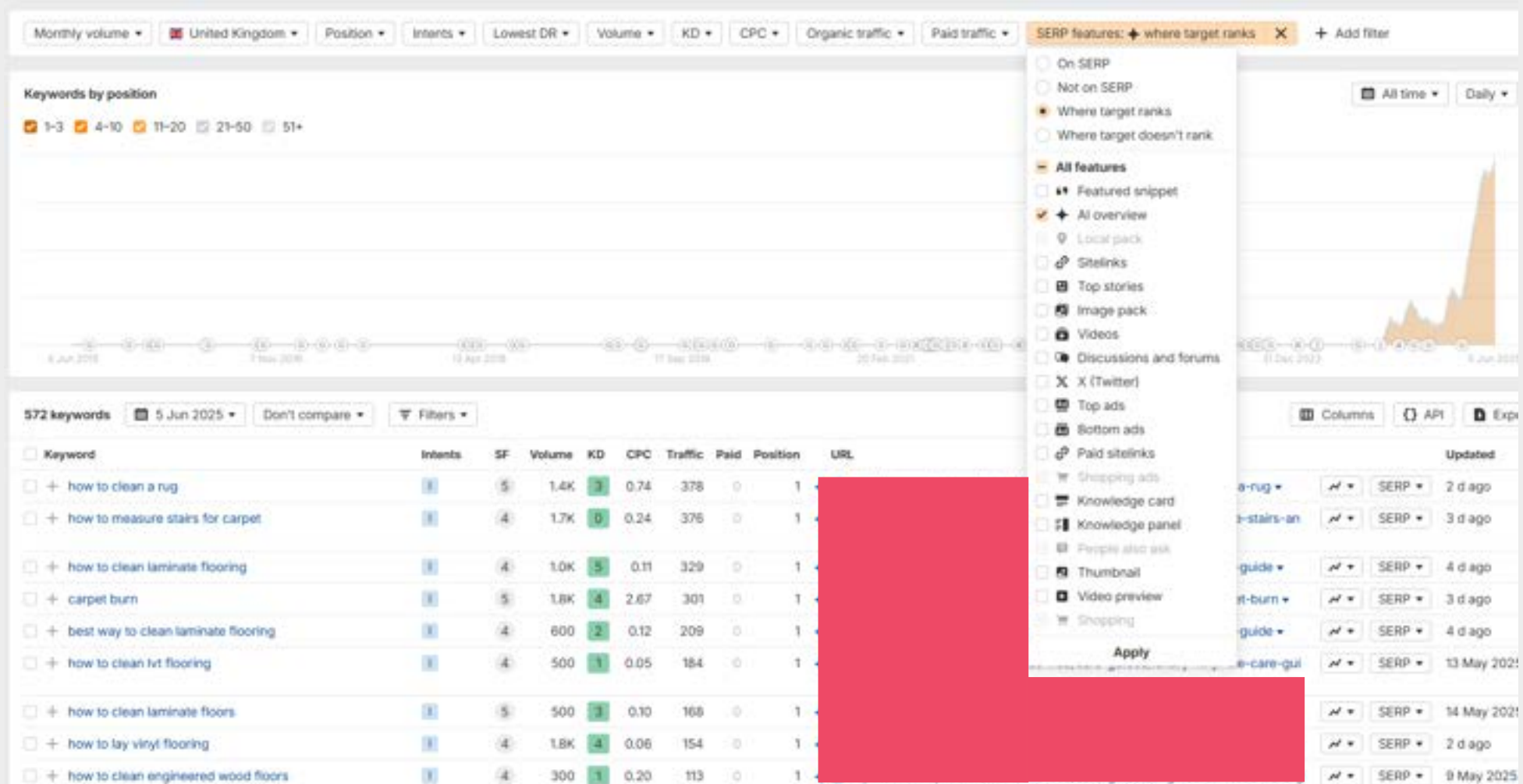


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We should actively be reviewing the SERP landscape, assessing our AIO positions, and looking at traffic correlation.

How to evolve your organic strategy in-line with the shifting SERPs

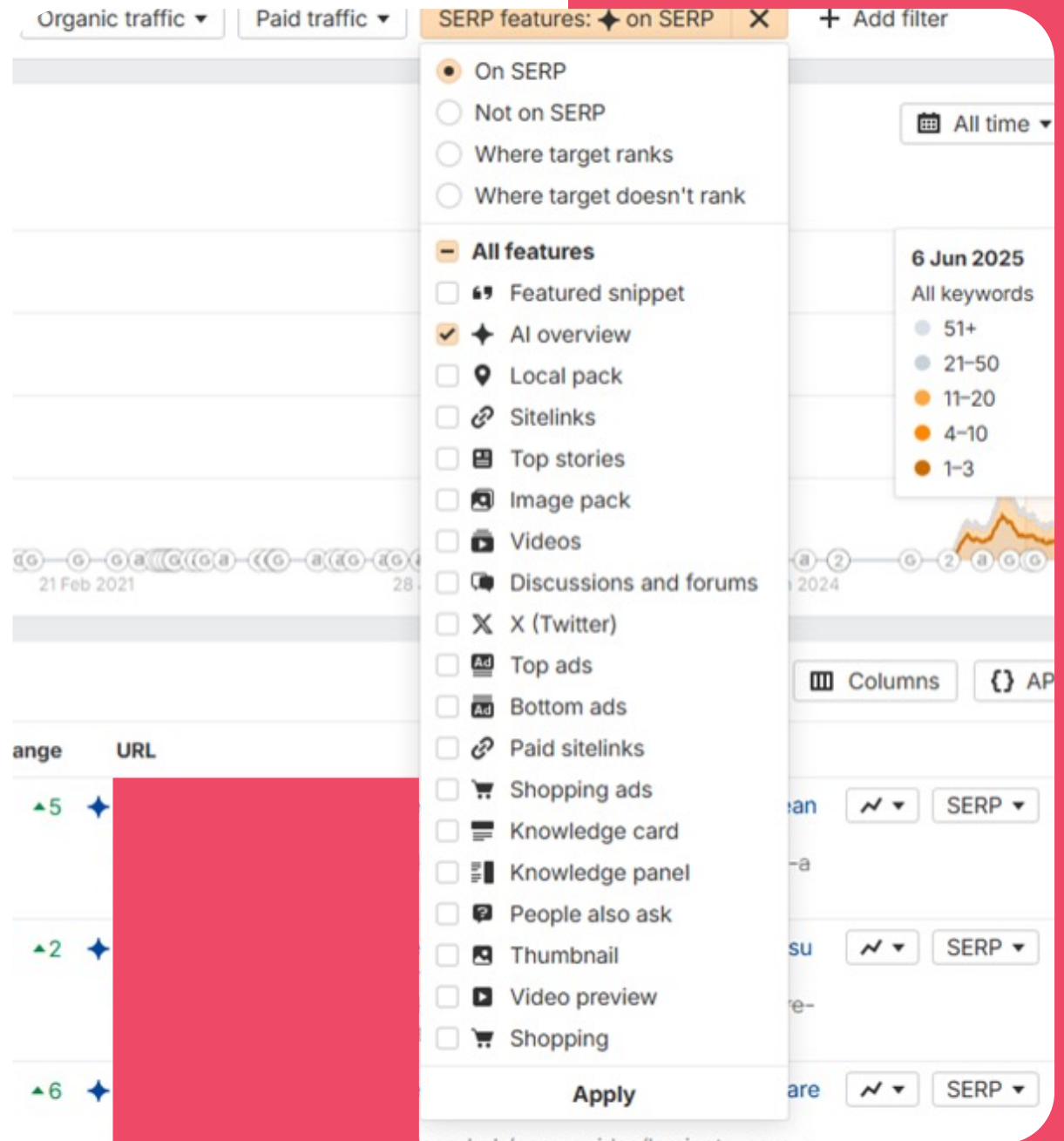
How to understand which AIOs you're appearing in



How to evolve your organic strategy in-line with the shifting SERPs

Understanding if your AIO positions are encouraging zero-clicks

- Assess the number of keywords you rank for on page one for present day vs the time period you're tracking
- Assess the total search volumes for these keywords for present day vs time period you're tracking
- Of those keywords on page one, assess how many of them bring back AIOs for present day vs the time period you're tracking
- Of those AIOs, assess how many you're featured in for the present day, vs the time period you're tracking



How to evolve your organic strategy in-line with the shifting SERPs

How to measure AIO traffic

- When you click through to a site from an AIO, you'll notice this snippet of text within the URL: **#::~text=**
- By adding Javascript variables in GTM, you can read and capture this text to track AIO clicks
- This data can be sent to GA4 either by adding event parameters to an existing 'page_view' event in GTM, or by creating a new GA4 event in GTM
- When using event parameters in your GA4 tags, you can add new custom dimensions in the GA4 interface to see and analyse the snippets of text captured

Guide on How To Deep Clean Your Rug - Dunelm.com

Vacuum or shake out the rug. Mix up a bucket of cold water with a capful of gentle, non-bio...

 Dunelm.com



How to Clean a Rug in 9 Steps: Area Rugs, Oriental Rugs, and More


16 Jan 2023 — Using a sponge or soft-bristle brush, work the cleaning solution into a lather ...

 Architectural Digest



How to Clean a Rug | Deep Cleaning & Care Tips - Tapi Carpets

11 Feb 2025 — Start by vacuuming your rug thoroughly to remove any loose dirt and dust...

 Tapi Carpets



Show all

How do you get placed in AIOs?

- KD
8
Volume **3K**
GV **5.8K**
TP **6.2K**
Clicks **2.75K**
CPC **0.70\$**
[Overview](#)

All
Short videos
Videos
Forums
Images
Shopping
Web
More ▾

Sponsored · Carpet Cleaners | Leeds :

✓ Google Verified

Expert Services - Carpets & Upholstery Deep Clean
4.9 ★★★★★ (1.2K) · Carpet Cleaner
42+ years in business · Serves Leeds
Open 24/7 · Family-owned

Message

Get phone number

Dry Touch

5.0 ★★★★★ (117) · Carpet Cleaner
22+ years in business · Serves Leeds
Open 24/7 · Free estimate
07893 976675 · Eco-friendly business

Message

Get phone number

Show more ▾

Search Labs | AI Overview

To clean a rug, start by vacuuming it thoroughly to remove loose dirt and debris. For deeper cleaning, you can use a carpet cleaner or a solution of mild detergent and water, applying it with a soft brush or sponge. Rinse well and allow the rug to dry completely before rotating it and vacuuming again.

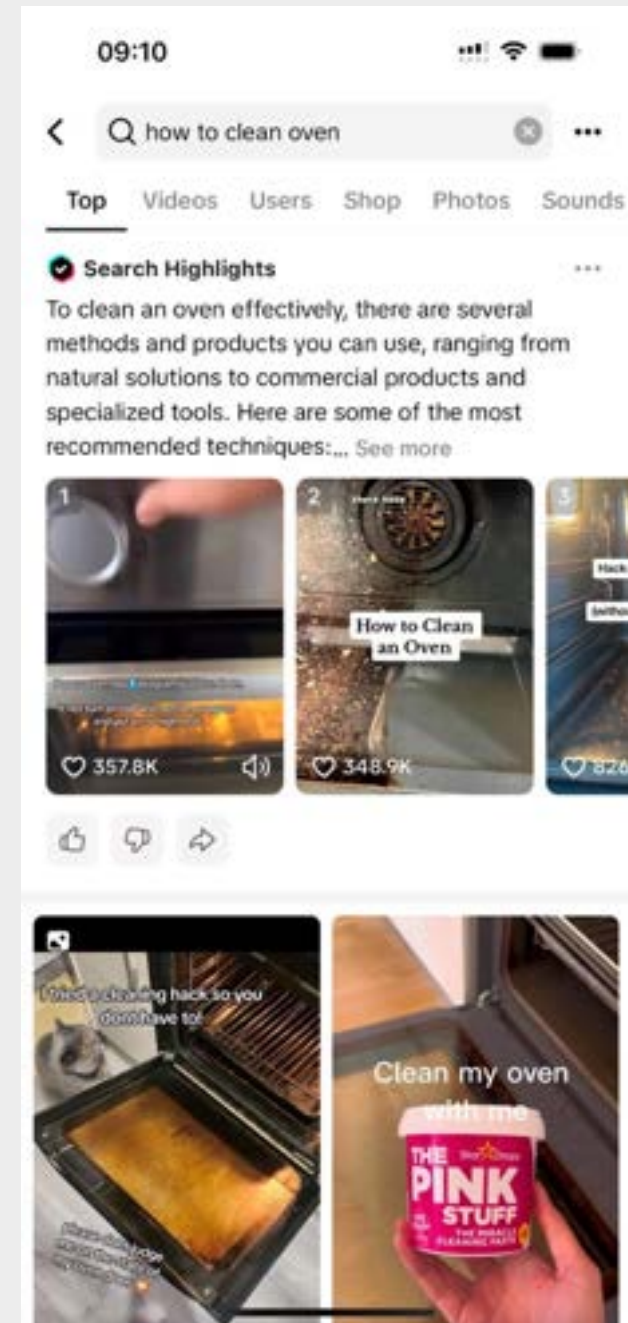
Detailed Steps:

 - Vacuuming:** Remove all furniture from the rug and vacuum thoroughly, both sides, to dislodge dust and debris.

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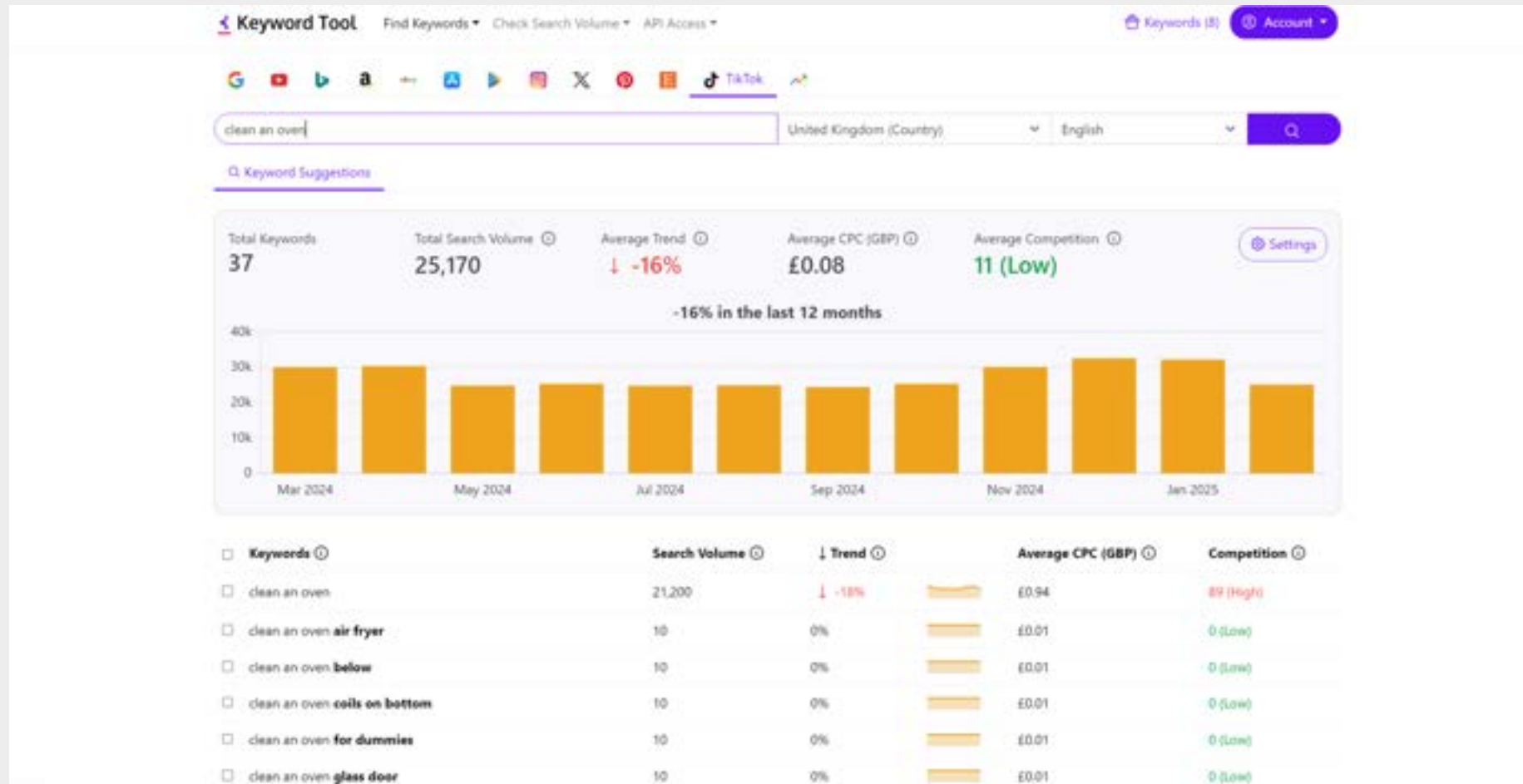
Video and social search

- **40% of UK users** use TikTok as a search engine
- **One in five** of those are aged between 40-49
- This rises to **64% amongst Gen Z** users in the UK
- **Recipes, DIY projects, and product recommendations** are three key things people search for on TikTok



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Keywordtool.io for social search keywords



How to evolve your organic strategy in-line with the shifting SERPs

Ahrefs for Google's video preview keywords

Matching terms [How to use](#)

All terms Questions Mode Terms match Phrase match

Intents ▼ KD ▼ Volume ▼ Growth rate ▼ Growth forecast ▼ Lowest DR ▼ Traffic Potential ▼ Target ▼ SERP features [on SERP](#) X Include: Any of 2 X First seen ▼ + More filters Presets ▼

Keywords Clusters by Parent Topic Clusters by terms

By terms ▼

848 keywords SV 73K GSV 255K

Keyword	Intents	KD	SV	GR 12M	DD
+ oven cleaning near me	C T Local	5	4.5K		
+ self cleaning oven	C T	10	2.7K		
+ how to clean an oven	I	7	2.5K		
+ how to clean oven glass	I	0	1.5K		
+ oven clean	N C T	39	1.4K		
+ oven cleaning hacks	I	5	1.0K		
+ how to clean oven racks	I	1	1.0K		
+ oven cleaning service	C T	2	800		
+ cleaning oven	I	39	700		
+ clean oven with dishwasher tablet	I	6	700		
+ how to clean glass oven door	I	0	700		

On SERP
Not on SERP

All features

- Featured snippet
- AI overview
- Local pack
- Sitelinks
- Top stories
- Image pack
- Videos
- Discussions and forums
- X (Twitter)
- Top ads
- Bottom ads
- Paid sitelinks
- Shopping ads
- Knowledge card
- Knowledge panel
- People also ask
- Thumbnail
- Video preview
- Shopping

Columns API Export

Parent Topic	SF	First seen	Updated
oven cleaning near me	3	17 Jan 2016	4 hours
pyrolytic oven	4	1 Sep 2015	3 hours
how to clean oven	6	1 Sep 2015	7 hours
how to clean oven glass door	6	11 Sep 2015	5 days
oven cleaning	6	1 Sep 2015	3 days
oven cleaning hacks	2	2 Sep 2015	3 days
how to clean oven racks	3	4 Sep 2015	4 days
oven cleaning	3	2 Sep 2015	6 days
best way to clean oven	2	2 Sep 2015	3 days
put a dishwasher tablet in your oven overnight and see what happens	4	23 Sep 2016	5 days
how to clean glass oven door	5	15 Sep 2015	5 days

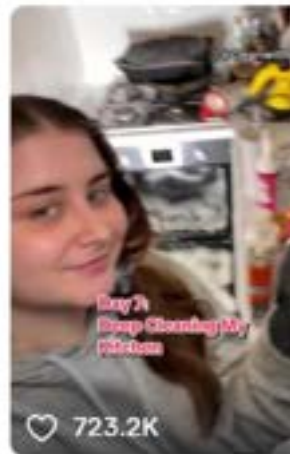
Best Way to Clean Oven ▼



#clean #oven #hack...
momamjm ▶ 9M



Easy oven cleaning ha...
turkish.mu... ▶ 17.5M



How I Deep Cleaned
cleanwithb... ▶ 1



Today I will show you...
edgecleani... ▶ 300K



I am so impressed how...
newtomu... ▶ 621.6K



We love a good grea...
notthewo... ▶

How to evolve your organic strategy in-line with the shifting SERPs

Mapping out questions people are searching for with content

- Oven cleaning hacks
- Oven vs air fryer: which is best?
- Why is my oven door not closing properly?
- How to install a cooker hood
- How to clean my cooker head filter
- Cooker hood cleaning hacks

YouTube searches

Keyword	Search Volume
Oven cleaning hacks	1500
Oven cleaning with baking soda and vinegar	680
Oven vs air fryer	240
Oven door not closing properly	200
How to fix oven hood	100
How to install cooker hood	70

TikTok searches

Keyword	Search Volume
Oven cleaning	21200
Cooker hood filter	4200
Cooker hood installation	1000
Oven cleaning hacks	1000
Cooker hood cleaning	460
How to protect your cooker hood	10

532 views · 31 Oct 2024 #homedy #interiorstyle #interiordesign

On this episode of 'On the Floor with Jo', we're breaking down carpet confusion as we explain the difference between saxony vs twist carpets. Find out what sets the two most popular carpets apart and explore the benefits and considerations to find the right carpet for you.

With so many different types of carpets to choose from, it's easy to become overwhelmed by your options. Whether you're looking for something that feels plush and luxurious or something soft yet practical, we'll help you understand how to choose between twist or saxony carpet.

We'll run through the composition of saxony carpet and why it feels so sumptuously soft. We'll also explain how twist carpets are designed to be more durable for busy households and high-traffic areas, while still offering that quality feel.

After we explore the benefits of saxony and twist, we'll cover how to care for each carpet and keep it in great condition. Learn more about which rooms they're most suitable for, from bedrooms to family rooms.

See and feel the difference for yourself by visiting your local Tapi store. Book a store appointment for a chat with one of our flooring experts and get personalised recommendations based on what you're looking for. We'll help you find the perfect carpet for your home from our wide range of samples. Plus, arranging a fitting is easy with our local carpet fitters.

Visit the Tapi website for more carpet advice and information:

Book a free home visit: <https://www.tapi.co.uk/book-a-home-visit>
Book a free store appointment: <https://www.tapi.co.uk/book-a-store-a...>
Order free carpet samples: <https://www.tapi.co.uk/samples-basket>


Browse our saxony carpet options: <https://www.tapi.co.uk/carpet/saxony>
Learn more about saxony carpets: <https://www.tapi.co.uk/the-ideas-hub/> ...
Shop our twist carpet range: <https://www.tapi.co.uk/carpet/twist>
Explore the benefits of twist carpet: <https://www.tapi.co.uk/the-ideas-hub/> ...


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#saxonycarpet #twistcarpet #homedecor #flooringideas #homedy #interiordesign #interiorstyle #homedesign #flooringoptions #homeimprovement

Featured places
See more information in Google Maps

 Tapi Carpets & Floors
Flooring Shop
4.3 (15)

Details 

Transcript
Follow along using the transcript.

Show transcript

Optimising videos for social search

YouTube

Optimise title tags (60 char)

Engaging descriptions with keywords woven in (up to 5,000 char)

Add in clear CTAs to your description

Include relevant hashtags

Add in closed captions

Include a link to your transcript

Quality thumbnails

Timestamps for longer videos

TikTok

Say keywords in the video

Add keywords as on-screen text

Include keywords in the video description

Include relevant, trending hashtags

Underpinned by likes, comments, and shares



Vinyl vs lino

If you're unsure about the difference between vinyl and lino, this guide will help to clear up any confusion with in-depth information and the benefits of both in your home.

[Read More >](#)



Engineered wood vs laminate

Are you struggling to choose between engineered wood and laminate? We don't blame you; they're both amazing options for pretty much every space in the house! But if you're looking for a way to decide, this guide is for you.

[Read More >](#)



What is a saxony carpet?

Imagine stepping out of bed and sinking your toes into the softest, deepest, and most luxurious carpet – that's a saxony carpet.

[Read More >](#)



What is a twist pile carpet?

Practical, firm and family-friendly, a cut pile twist carpet is a good all-rounder. It works hard – but it plays hard, too!

[Read More >](#)

How to evolve your organic strategy in-line with the shifting SERPs

Tying videos back to on-site content

Embedding a video on-page can increase engagement metrics, which in turn can boost your keyword rankings. However:

- Only embed videos that are relevant, and actively talk about the topic your page/blog is about.
- Best practice is to host the video on your site or on Vimeo as there are no ads – BUT the benefit of hosting your YouTube video is potentially mean more clicks to your channel.

How to evolve your organic strategy in-line with the shifting SERPs

How our video content strategy process works



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Organic shopping listings


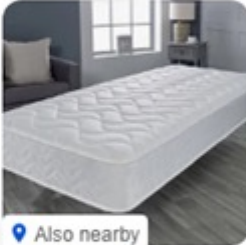
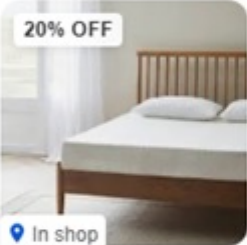



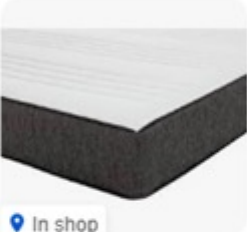

How to evolve your organic strategy in-line with the shifting SERPs

What are organic shopping listings?

- These are free product listings that Google are increasingly showcasing on the main search page for mainly commercial terms
- To start listing your own organic shopping listings to, you need to:
 - Set up a merchant centre account
 - Submit your feed, including attributes for ID, availability, title, link, price, description, and image link
- If you already use Shopping ads, then you can use your existing product feeds for free listings

memory foam mattresses

🇬🇧 KD 50 Volume 3.1K GV 5.8K TP 8.4K Clicks 3.31K CPC 2.00\$ Overview

 In shop Emma Original Memory Foam... £359.00 & more prices Argos & more 4.7 ★★★★★ (70K)	 Also nearby Starlight Beds White Memory... £53.99 & more prices The Range & more Free delivery 3.4 ★★★★★ (18)	 In shop Comfortzone Memory Foam... £135.20 £169 & more prices Dunelm & more Free delivery 4.5 ★★★★★ (712)	 Silentnight Now 7 Zone Memory... £159.99 Costco Wholesal... Get it by Wed (Free) 4.4 ★★★★★ (1.4K)
 DS Living Pureflex Orthopaedic... £105.99 & more prices Amazon... & more Free delivery 4.2 ★★★★★ (463)	 Dormeo Octasmart Plus Mattress £216.30 £309 & more prices Dunelm & more 4.1 ★★★★★ (940)	 In shop Habitat Elite Memory Foam £240.00 & more prices Argos & more 5.0 ★★★★★ (4)	 Aspire Total Relief Memory Foam... £119.00 & more prices PriceRu... & more 4.6 ★★★★★ (1.1K)

How to evolve your organic strategy in-line with the shifting SERPs

How to get your organic shopping listings seen

- Optimise your product title for keywords, and include all variants (e.g. size and colour)
- Create an engaging, optimised description
- Ensure images and videos are high-quality; and title/alt tags are optimised
- Implement schema markup to your product pages
- Ensure your site is technically sound
- Increase your number of positive user reviews on Google

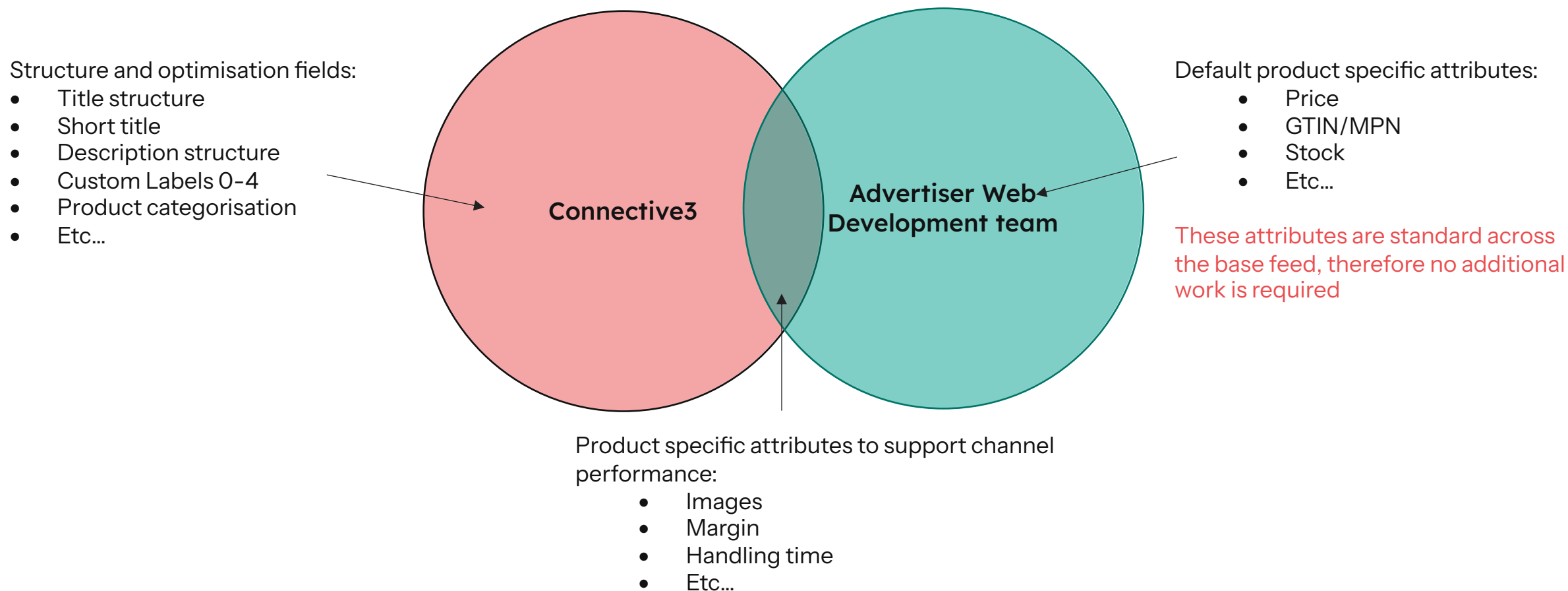
Get the sleep you deserve with Emma's Original Mattress! Proud to be the UK's most awarded mattress in 2021. With multiple layers of innovative memory foam, this mattress pulls out all the stops. It has a strong support base that evenly distributes your body weight and reduces pressure. A Halo memory foam layer tailors to your body's shape. The foam adapts to your weight and provides targeted spinal alignment whilst giving you cuddle-worthy comfort. Emma's Airgocell foam helps regulate your body temperature allowing you to keep cool during the night. This inventive technology enhances breathability whilst also absorbing and evaporating sweat. Say no more to sweaty night's!

Less ^

Length	200 cm (79 in)
Width	100 cm (39 in)
Depth	25 cm (10 in)
Fill Material	Memory foam
Core Material	Memory foam
Cover Material	Polyester
Comfort Feel	Medium Firm
Temperature Regulation	Cool
Pressure Relief	Excellent
Softness	Medium
Firmness	Medium Firm
Spinal Alignment	Good
Edge Support	Good
Weight Capacity	230 lbs

How to evolve your organic strategy in-line with the shifting SERPs

Feed management and optimisation across paid and organic shopping listings



How to evolve your organic strategy in-line with the shifting SERPs

You can track organic shopping listings traffic in GA4

Session manual ... channel group +		Total users	Total purchasers	↓ Sessions	Session key event rate All events +	Average purchase revenue	Total revenue	Transactions	Purchases
<input checked="" type="checkbox"/>	Total	246,630 100% of total	1,785 100% of total	388,184 100% of total	2.76% Avg 0%	£662.33 Avg 0%	£1,235,248.30 100% of total	1,865 100% of total	1,865 100% of total
<input checked="" type="checkbox"/>	1 Organic Search	69,777 (28.29%)	477 (26.72%)	105,675 (27.22%)	2.49%	£647.13	£327,445.32 (26.51%)	506 (27.13%)	506 (27.13%)
<input checked="" type="checkbox"/>	2 Paid Search	51,877 (21.03%)	450 (25.21%)	71,965 (18.54%)	3.46%	£592.56	£274,949.25 (22.26%)	464 (24.88%)	464 (24.88%)
<input checked="" type="checkbox"/>	3 Paid Social	51,658 (20.95%)	48 (2.69%)	67,318 (17.34%)	1.29%	£331.16	£17,551.30 (1.42%)	53 (2.84%)	53 (2.84%)
<input checked="" type="checkbox"/>	4 Direct	34,154 (13.85%)	229 (12.83%)	53,814 (13.86%)	3.08%	£689.05	£161,926.40 (13.11%)	235 (12.6%)	235 (12.6%)
<input checked="" type="checkbox"/>	5 Paid Shopping	22,193 (9%)	182 (10.2%)	31,231 (8.05%)	3.37%	£530.24	£98,624.95 (7.98%)	186 (9.97%)	186 (9.97%)
<input type="checkbox"/>	6 Unassigned	26,698 (10.83%)	176 (9.86%)	29,193 (7.52%)	3.49%	£797.27	£142,710.55 (11.55%)	179 (9.6%)	179 (9.6%)
<input type="checkbox"/>	7 Email	7,181 (2.91%)	52 (2.91%)	13,372 (3.44%)	3.22%	£636.96	£33,758.75 (2.73%)	53 (2.84%)	53 (2.84%)
<input type="checkbox"/>	8 Affiliates	2,991 (1.21%)	115 (6.44%)	4,772 (1.23%)	6.96%	£1,104.43	£128,113.68 (10.37%)	116 (6.22%)	116 (6.22%)
<input type="checkbox"/>	9 Cross-network	4,517 (1.83%)	18 (1.01%)	4,591 (1.18%)	2.16%	£492.01	£8,856.25 (0.72%)	18 (0.97%)	18 (0.97%)
<input type="checkbox"/>	10 Organic Social	3,707 (1.5%)	8 (0.45%)	4,500 (1.16%)	2.04%	£259.25	£2,074.00 (0.17%)	8 (0.43%)	8 (0.43%)
<input type="checkbox"/>	11 Referral	2,488 (1.01%)	27 (1.51%)	4,040 (1.04%)	3.34%	£963.28	£26,971.85 (2.18%)	28 (1.5%)	28 (1.5%)
<input type="checkbox"/>	12 Organic Shopping	2,765 (1.12%)	16 (0.9%)	3,613 (0.93%)	3.99%	£570.41	£9,697.00 (0.79%)	17 (0.91%)	17 (0.91%)
<input type="checkbox"/>	13 SMS	799 (0.32%)	2 (0.11%)	1,262 (0.33%)	4.83%	£1,284.50	£2,569.00 (0.21%)	2 (0.11%)	2 (0.11%)
<input type="checkbox"/>	14 Organic Video	12 (<0.01%)	0 (0%)	13 (<0.01%)	0%	£0.00	£0.00 (0%)	0 (0%)	0 (0%)

What are the most comfortable running shoes for long distances under \$150 for women?

If you're seeking comfortable women's running shoes for long distances under \$150, there are several excellent options that combine cushioning, support, and durability. Below is a curated list of top-rated models suitable for various running needs:



Best for Neutral Runners

Brooks Women's Ghost 16

\$109.95

Brooks Running + others

★ 4.3



Versatile Daily Trainer

Nike Women's Pegasus 41

\$105.97

Nike + others

★ 4.7



Maximum Cushioning

Hoka Women's Clifton 9

\$108.75

Fleet Feet + others

★

ChatGPT chooses products independently. [Learn more](#)

Top Picks Explained:

1. @ Brooks Women's Ghost 16

Tag: *Best for Neutral Runners*

Renowned for its balanced cushioning and smooth ride, the Ghost 16 is ideal for neutral runners seeking comfort over long distances. Its DNA LOFT v3 midsole provides a soft yet responsive feel.

2. @ Nike Women's Pegasus 41

Tag: *Versatile Daily Trainer*

The Pegasus 41 offers a blend of ReactX foam and dual Air Zoom units, delivering a responsive and cushioned experience suitable for various paces and distances.

3. @ Hoka Women's Clifton 9



Ask anything



Search



Deep research



Create image



Hoka Women's Clifton 9

★★★★★ 4.6 (7,011)

See all

Purchasing Options



REI

\$116.93

Buy

Hoka Clifton 9 - Women's Frost / Rose Gold / 10
Free delivery, 90-day returns



Anthropologie

\$116.00

Buy

Hoka Clifton 9 - Women's Frost / Rose Gold / 10
\$10.95 delivery, 30-day returns



Road Runner Sports

\$115.95

Buy

Hoka Clifton 9 - Women's Frost / Rose Gold / 10
\$9.99 delivery by Thu, May 8, 60-day returns

See more

Why you might like this

The HOKA Women's Clifton 9 is a top-tier choice for long-distance runners seeking maximum cushioning without added weight. Its updated design offers a




How to evolve your organic strategy in-line with the shifting SERPs

ChatGPT is now offering shopping recommendations

- ChatGPT are now recommending products within a seamless chat experience, based on user queries
- It includes images, prices and reviews in those responses
- A user will then need to click through to the third-party site to make a purchase
- These aren't ads (yet). They're powered by structured data on and product feeds

What are the most comfortable running shoes for long distances under \$150 for women?

If you're seeking comfortable women's running shoes for long distances under \$150, there are several excellent options that combine cushioning, support, and durability. Below is a curated list of top-rated models suitable for various running needs:

Best for Neutral Runners	Versatile Daily Trainer	Maximum Cushioning
		
Brooks Women's Ghost 16	Nike Women's Pegasus 41	Hoka Women's Clifton 9
\$109.95 Brooks Running + others ★ 4.3	\$105.97 Nike + others ★ 4.7	\$108.75 Fleet Feet + others ★

ChatGPT chooses products independently. [Learn more >](#)

Top Picks Explained:

1. **Brooks Women's Ghost 16**
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3. **Hoka Women's Clifton 9**

Ask anything

+ Search Deep research Create image ...

C3

Google's AI mode

Google launches AI Mode to all U.S. searchers with new features

Published: May 20, 2025 | Read Time: 5 minutes

Google's AI Mode now creates interactive charts for financial data

By [Akash Pandey](#) • Jun 06, 2025 • 01:42 pm

Google Made It So You Can't Track Clicks From AI Mode (Partially Fixed)

By [Patrick Stox](#) ✓ Reviewed by [Ryan Law](#)

May 21, 2025 • 2 min read

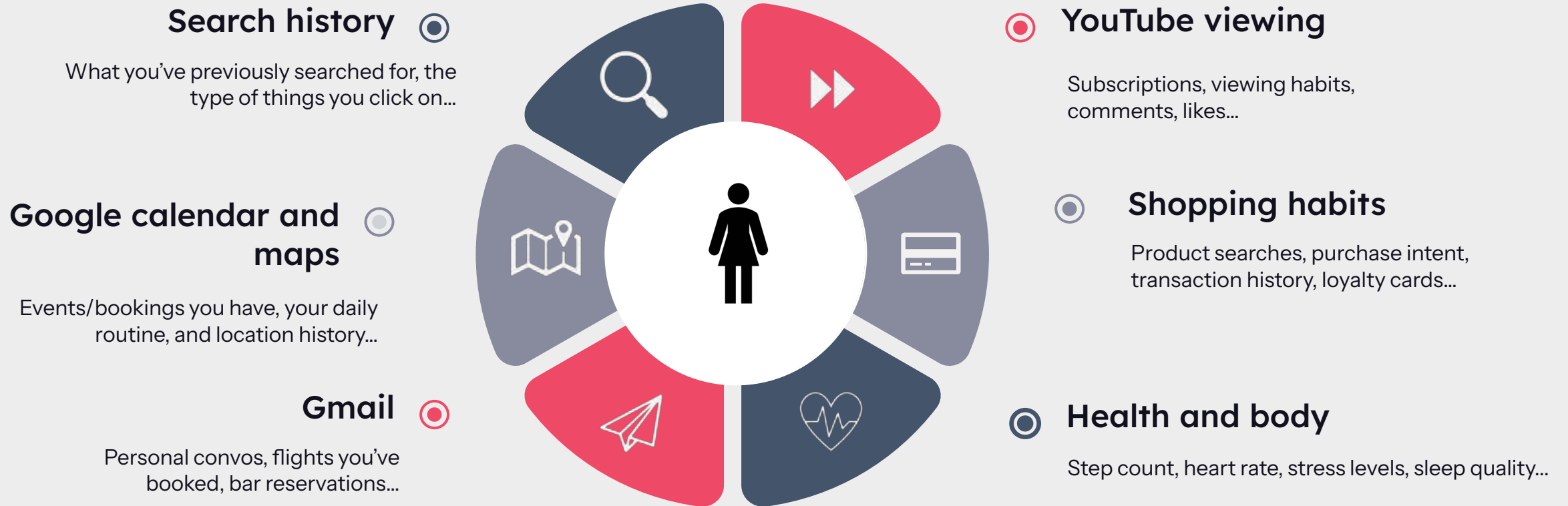
Google DeepMind CEO: We'll dominate AI search and assistants

Published: June 4, 2025 | Read Time: 2 minutes

This isn't just an algorithm update:
it's a **fundamental change in user
behaviour and content delivery**, as
Google looks to make the SERPs
hyper-personalised to individual
users.

How to evolve your organic strategy in-line with the shifting SERPs

Welcome to the hyper-personalised future of search



Start-up and smaller brands are
going to find it harder to be
discovered... but it's not all doom and
gloom!

How to evolve your organic strategy in-line with the shifting SERPs

What you should be doing right now

1

Search everywhere

Don't just create content on-site, consider:

- YouTube
- TikTok
- Instagram
- Reddit

2

E-EAT signals

- Create relevant, useful content that answers questions across the funnel
- Trust signals such as author bios and reviews
- Build high quality referring domains through engaging PR campaigns
- Ensure your site is technically sound

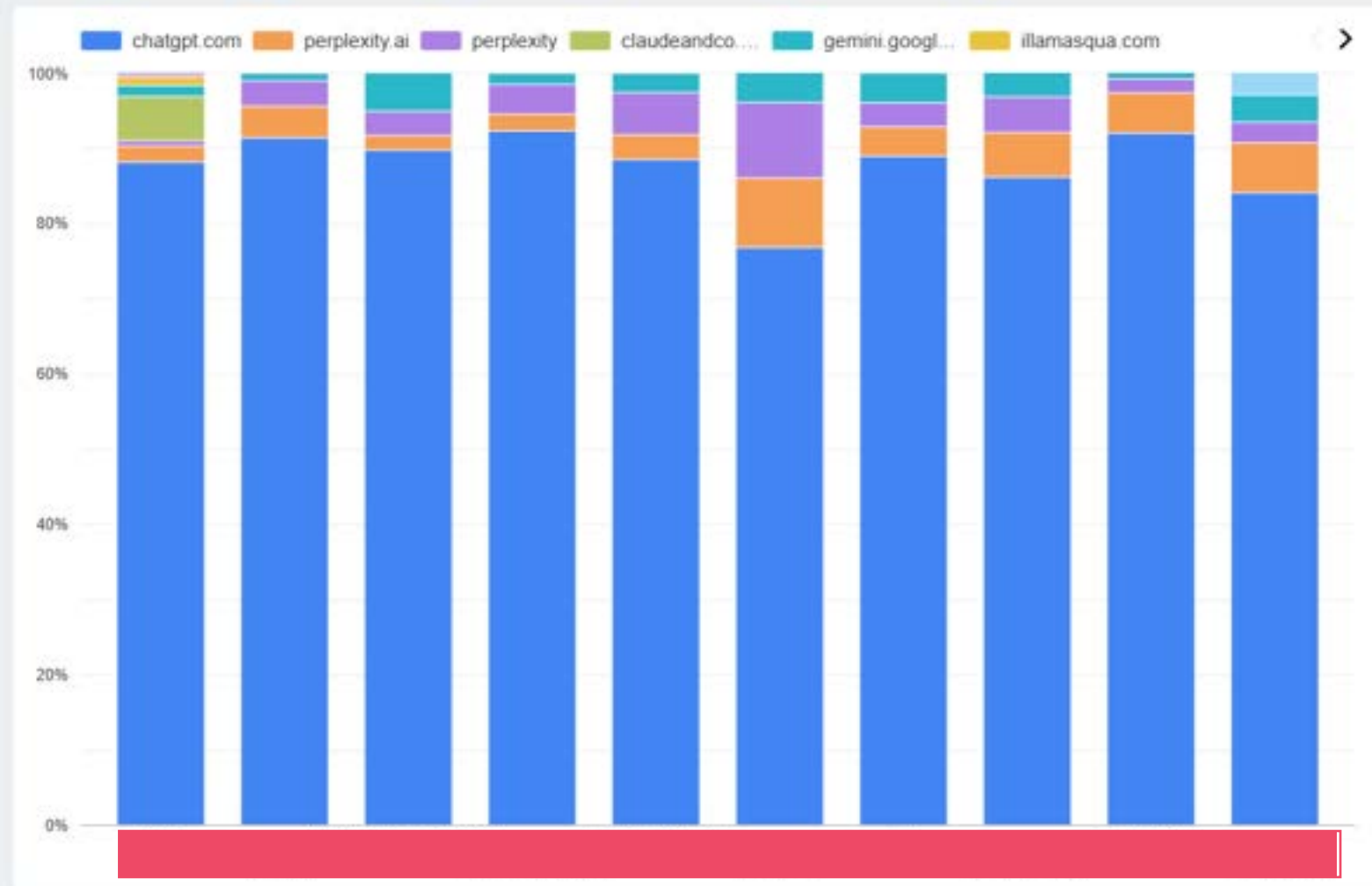
3

Reporting on your AI traffic

Reporting back on AIO traffic, as well as traffic from different AI sources will mean you can more accurately showcase the success of your organic efforts – as 'organic search' in GA4 will likely start declining.

How to evolve your organic strategy in-line with the shifting SERPs

ChatGPT is driving the vast majority of AI traffic for all of our clients



C3

**What does the future
hold for SEO?**

With more diversified content formats being served across a range of channels; we need to adapt our strategies, not fight it; whilst ensuring we're creating our content for humans, not AI.

How to evolve your organic strategy in-line with the shifting SERPs

Further reading

<https://www.seoclarity.net/research/ai-overviews-impact>

<https://riseatseven.com/blog/ai-mode-google-guide-what-your-c-suite-needs-to-know/>

<https://www.conductor.com/academy/ai-overviews-analysis/>

<https://ahrefs.com/blog/google-ai-mode-is-here-but-you-cant-track-it-properly/>

<https://www.semrush.com/blog/semrush-ai-overviews-study/>

<https://ahrefs.com/blog/ai-overview-brand-correlation/>

<https://kpplaybook.com/resources/how-to-track-traffic-from-aio-featured-snippets-paa-results-ga4/>

<https://webappick.com/organic-listing-on-google-shopping/>

CONNECTIVE3

**Thank you for
listening!**

If you'd like to get in touch, please say hello, or contact me via email / LinkedIn.

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LinkedIn: www.linkedin.com/in/ellepollicott